

Jonathan's Landing Properties

Written by Doug Kruhm

Sunday, 09 December 2012 - Last Updated Wednesday, 19 February 2014

One of my original clients was Jonathan's Landing Realty. Jonathan's Landing is a high-end gated community in Jupiter, FL, highlighted by the Intracoastal Waterway with 3 championship golf courses, tennis, yachting, and a full service marina, all just minutes from the Atlantic Ocean and Palm Beach County's finest amenities.

In part, Jonathan's Landing Realty was the original sales team when Jonathan's Landing was being built by the developer. When the time came, the sales team was purchased by Illustrated Properties and kept a location at the main club house. This arrangement was in place for more than decade.

Having the web site, Jonathan's Landing Realty quickly gained first page position for the keywords Jonathan's Landing.

Because of business dealings, the Jonathan's Landing Realty team was moved out of the club house. When they moved, they were no longer able to keep the name Jonathan's Landing Realty and had to change names to [Jonathan's Landing Properties](#) and the original web site had to be shut down.

A new site was brought back up which was a rebrand of the original web site under a new web site name. What's strange is that no matter what I try, the web site will not show in Google SERPs. This means if I search "Jonathans Landing," [jonathanslandingproperties.com](#) doesn't show at all. I really don't know why.

Even stranger is that the original web site, which is blank, is still showing in Google SERP's. It's been more than 6 months and a web site with zero content is showing in Google SERP's. Again, I really don't know why.

[And what's down right bizarre is that some web site about wrestlers and bulges show in the SERP's.]

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I know that the Google Panda and Google Penguin updates were put in place but this is my first hand experience of being a little ridiculous.

For a short period of time, another web company had the web site. Their pages are still showing in the SERPs although they haven't been active in more than 8 weeks.

Here's what I've done:

- added the site to Google Webmaster Tools.
- verified the site shows no critical issue in Google Webmaster Tools.
- advertised the web site through Google AdWords.

My next step is ask for a reconsideration via Google.

UPDATE:

I did ask to be reconsidered in Dec 2012. Here was Google's official response in the same month:

"We reviewed your site and found no manual actions by the webspam team that might affect your site's ranking in Google. There's no need to file a reconsideration request for your site, because any ranking issues you may be experiencing are not related to a manual action taken by the webspam team."

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In other words, there's nothing affecting the web site in a negative way. The site is healthy. So it's all new SEO algorithms. Humph... Something's rotten in Denmark.
